In the Claims

This listing of claims will replace all prior versions and listings of claims in the application.

1 – 35 (cancelled without prejudice)

36. (previously presented) A computer implemented enterprise method, comprising:

  preparing data representative of an enterprise for use in processing, and

  transforming at least a portion of the data into a model of an enterprise market value by an element and category of value by completing a series of multivariate analyses that utilizes said data

   where the categories of value are selected from the group consisting of current operation, real option, market sentiment and combinations thereof,

   where the model of enterprise market value identifies and outputs a tangible contribution of each element of value to each category of value, and

   where the elements of value are selected from the group consisting of alliances, brands, channels, customers, employees, intellectual property, partnerships, processes, vendors and combinations thereof.

37. (currently amended) The method of claim 36 that further comprises completing activities selected from the group consisting of: ~~completing an analysis of enterprise financial performance, optimizing one or more aspects of enterprise financial performance, simulating an enterprise financial performance, optimizing a future~~ <ins>identifying a set of changes that will optimize an</ins> enterprise market value, quantifying a future enterprise market value, creating a management report, valuing an enterprise market sentiment, calculating a real option discount rate, valuing a real option, <ins>and</ins> valuing a share of enterprise stock~~, determining a target share price and combinations thereof~~.

38. (previously presented) The method of claim 37 where a financial performance optimization further comprises identifying one or more changes that will optimize one or more aspects of financial performance where said aspects of financial performance are selected from the group consisting of revenue, expense, capital change, cash flow, real option value, future market value, market sentiment value, market value and combinations thereof.

39. (previously presented) The method of claim 36 wherein the method further comprises completing a series of multivariate analyses that are selected from the group consisting of identifying one or more previously unknown item performance indicators, discovering one or more previously unknown value drivers, identifying one or more previously unknown relationships between one or more value drivers, identifying one or more previously unknown relationships between one or more elements of value, quantifying one or more inter-relationships between value drivers, quantifying one or more impacts between elements of value, developing one or more composite variables, developing one or more vectors, developing one or more causal element impact summaries, identifying a best fit combination of a predictive model algorithm and one or more element of value impact summaries for modeling enterprise market value and each of the components of value, determining a net element impact for each category of value, determining a relative strength of the elements of value between two or more enterprises, developing one or more real option discount rates, calculating one or more real option values, calculating an enterprise market sentiment value by element and combinations thereof.

40. (previously presented) The method of claim 39 wherein a predictive model algorithm is selected from the group consisting of neural network; classification and regression tree; generalized autoregressive conditional heteroskedasticity, regression; generalized additive; redundant regression network; rough-set analysis; Bayesian; multivariate adaptive regression spline and support vector method.

41. (previously presented) The method of claim 36 wherein data representative of an enterprise are obtained from systems selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site systems, the Internet, external databases and combinations thereof.

42. (previously presented) The method of claim 36 wherein the method further comprises using one or more composite applications to complete the processing.

43. (previously presented) The method of claim 36 wherein a model of enterprise market value further comprises a combination of component and category of value models selected from the group consisting of up to three predictive component of value models, a real option discount rate model, a real option valuation model, a market sentiment model by element of value and combinations thereof.

44. (previously presented) The method of claim 36 where preparing transaction data for use in processing further comprises integrating said data in accordance with a common schema where the common schema is defined by a CORBA metadata or an xml metadata.

45. (previously presented) The method of claim 36 that further comprises identifying one or more changes that will optimize a future market value portion of said enterprise market value.

46. (previously presented) A program storage device readable by a computer, tangibly embodying a program of instructions executable by a computer to perform an element method, comprising:

    preparing data representative of an organization for use in processing,

    transforming at least a portion of the data into a causal model of each of one or more categories of an organization value that identify and output a tangible value contribution of each of one or more elements of value to a current operation and a real option category of value,

    and

    reporting the value contribution of the elements of value using an electronic display or a paper document.

47. (previously presented) The program storage device of claim 46 where elements of value are selected from the group consisting of alliances, brands, channels, customers, customer relationships, employees, intellectual property, partnerships, processes, production equipment, vendors and vendor relationships, and combinations thereof.

48. (previously presented) The program storage device of claim 46 where a tangible value contribution for each of one or more elements of value to each of one or more categories of value further comprises a direct element contribution to a category of value net of any element of value impacts on other elements of value.

49. (previously presented) The program storage device of claim 46 where determining a value contribution for each of one or more elements of value to a real option category of value further comprises:

   identifying one or more elements of value that make a causal contribution to an organization market value,

   computing a difference between a real option value calculated using the company cost of capital as the discount rate and a value calculated using a real option discount rate comprised of a base discount rate plus a risk factor for each element of value that makes a causal contribution to organization market value; and

   assigning the value difference to the different elements of value based on their relative contribution to a calculated difference in the two discount rates.

50. (previously presented) The program storage device of claim 46 where the element of value contributions are identified by learning from the data.

51. (previously presented) The program storage device of claim 46 wherein the discount rate for a real option valuation comprises a base discount rate plus a risk factor for each element of value that makes a causal contribution to an organization market value.

52. (previously presented) The program storage device of claim 46 where modeling enterprise financial performance further comprises:

   a) identifying one or more value drivers for each element of value,

   b) developing one or more element impact summaries from said value drivers for market value and each component of value,

   c) identifying a best fit combination of element impact summaries and predictive model algorithm for modeling market value and each component of value,

   d) determining a relative strength for each of the elements of value causal to market value change vis a vis competitors,

e) calculating a real option discount rate using the relative element strength information for the elements that support the real option,

f) calculating a real option value and identifying a contribution to real option value by element of value using said real option discount rate, and

g) identifying a net element contribution to enterprise market value by category of value by combining the results from the processing completed in steps a through f.

53. (previously presented) The program storage device of claim 46 where the calculated value for each element of value further comprises a value for a point in time within a sequential series of points in time.

54. (previously presented) The program storage device of claim 46 wherein the net relative contribution for each element of value to each category of value further comprises a net causal contribution.

55. (currently amended) A computer implemented future market value method, comprising:

preparing data representative of an organization for use in processing, and

transforming at least a portion of the ~~identified~~ data into a causal model of each of one or more categories of an organization value that calculate and output a tangible value contribution of each of one or more elements of value to a future market value and each of the categories of organization value

where the categories of value comprise a current operation and a category of value selected from the group consisting of real options, market sentiment and combinations thereof, and

where the elements of value are selected from the group consisting of alliances, brands, channels, customers, customer relationships, employees, intellectual property, partnerships, processes, vendors and combinations thereof.

56. (previously presented) The method of claim 55 wherein the discount rate for a real option valuation comprises a base discount rate plus a risk factor for each element of value that is causal to an organization market value.

57. (previously presented) The method of claim 55 that is enabled by the use of a flexible system architecture where said architecture further comprises data that has been integrated in

accordance with a common xml schema and independent components of application software that can be combined to process said data as required to produce useful results.

58. (previously presented) The method of claim 55 where a net contribution for each of one or more elements of value to each of one or more categories of value further comprises a direct element contribution to a category of value net of any element impacts on other elements of value within said category of value.

59. (previously presented) The method of claim 55 where a causal model of an element of value contribution to an organization value further comprises a plurality of models selected from the group consisting of predictive component of value models, predictive market value models, relative element strength models, real option discount rate models, real option valuation models, market sentiment models and combinations thereof.

60. (previously presented) The method of claim 55 where a net contribution for each of one or more elements of value further comprises a direct contribution to a value of a category of value net of any impact on other elements of value.

61. (previously presented) The method of claim 55 where the one or more categories of value are selected from the group consisting of current operation, real option, market sentiment and combinations thereof.

62. (previously presented) The method of claim 55 where the future market value portion of organization market value further comprises a summation of values selected from the group consisting of the real option value, the portion of current operation value caused by elements of value, the portion of market sentiment value caused by elements of value and combinations thereof.

63. (previously presented) The method of claim 55 where the value driver changes that will optimize future market value are identified by algorithms selected from the group consisting of monte carlo algorithms, genetic algorithms, multi criteria optimization algorithms and combinations thereof.

64. (previously presented) A composite application method for data processing, comprising:

using two or more independent components of application software to produce one or more useful results by transforming data representative of a physical object or substance into a predictive model that has a utility in managing or monitoring a real world activity of said object or substance

where said data has been aggregated from two or more systems in accordance with a common model or schema defined by an xml metadata standard.

65. (previously presented) The method of claim 64 where the independent components of application software can be flexibly combined as required to support the development of one or more useful results.

66. (cancelled without prejudice)

67. (currently amended) The method of claim 64 where the independent components of application software complete processing selected from the group consisting of: analysis, attribute derivation, capitalization, causal analysis, classification, clustering, count linkages, data acquisition, data conversion, data storage, data transformation, element life estimation, indicator selection, induction, keyword counting, keyword match identification, locate linkages, relative strength determination, statistical learning, valuation, and vector generation ~~and combinations thereof~~.

68. (currently amended) The method of claim 64 that produces useful results selected from the group consisting of: element contribution determination, element impact quantification, element valuation, enterprise financial performance analysis, enterprise financial performance optimization, enterprise financial performance simulation, future market value optimization, future market value quantification, management reporting, real option discount rate calculation, real option valuation, share price valuation, and sub-element clustering, ~~target share price determination and combinations thereof~~.

69. (previously presented) The method of claim 64 where two or more systems are selected from the group consisting of accounts receivable systems, accounts payable systems, advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process

management systems, supply chain management systems, vendor management systems, operation management systems, sales management systems, human resource systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site management systems, the Internet, external databases and combinations thereof.

70. (previously presented) A computer implemented data processing method, comprising:
  Integrating, converting and storing data representative of an organization from a plurality of disparate sources in accordance with a common xml schema in order to transform said data into an integrated database, and
  outputting said database
    where a set of integration and conversion rules are established using a metadata and conversion rules window and saved in metadata mapping table.

71. (previously presented) The data processing method of claim 70 where each of one or more tables in an application database further comprise one axis that is defined by one or more time periods that require data and another axis that is defined by one or more data categories selected from the group consisting of components of value, sub components of value, known value drivers, elements of value, non-relevant attributes and combinations thereof.

72. (currently amended) An organization system, comprising a computer with a processor having circuitry to execute instructions; a storage device available to said processor with sequences of instructions stored therein, which when executed cause the processor to complete a computer implemented market value accounting method, comprising:
  preparing a plurality of data representative of an organization for use in processing,
  transforming at least a portion of the data into a model of each of one or more categories of an organization value that identify and output a tangible contribution of each of one or more elements of value to the categories of organization value by completing a series of analyses where the categories of value further comprise a current operation category of value and a category of value selected from the group consisting of real option, market sentiment and combinations thereof,
  using the tangible contribution for each element of value to identify a market value for each element of value, and
  reporting the value of each element of value in a balance sheet format

where the reported value is a value for a specific point in time within a sequential series of points in time.

73. (previously presented) The system of claim 72, wherein the method further comprises including a value for one or more financial assets in a report with a balance sheet format.

74. (previously presented) The system of claim 72 that further comprises wherein the method further comprises:

   tracking a change in a value of each of one or more elements of value over time, and

   including the calculated changes in value of each element of value in an income statement or a cash flow statement.

75. (currently amended) The system of claim 72, wherein the elements of value are customers and elements of value selected from the group consisting of alliances, brands, channels, employees, intellectual property, partnerships, processes, vendors ~~and vendor relationships~~ and combinations thereof.